
Visits Per Capita - SFY 2003

Visits Per Capita relates the number of people visiting the library to the population served. It can be thought of as representing the average number of times during a year that a member of the community uses the library. Visits Per Capita is calculated by dividing the library total attendance by the service area population.

Factors that Influence the Measure

- Fluctuation in the size of the service area population
- Library hours of service
- Physical arrangement and convenience of library facilities
- Community awareness of library service
- Special programs--prizes, reading programs, etc.
- Library circulation or acquisitions policies, loan period, fines
- Age, condition, and size of the library's collection

Interpretation and Use

Visits Per Capita is one measure of the community's use of the library, whether for materials, programs, or meetings. A high score on the measure indicates heavy use of the facility. A low score may indicate several things. For example:

1. The hours the library is open does not fit the needs of the community;
2. The library's collection and/or programming does not meet the community's interests or needs;
3. Residents may be unaware of what the library has to offer;
4. The facility may be uninviting.

